



**MASTER OF SCIENCE  
IN  
VISUAL COMMUNICATION**

**CURRICULAM AND SYLLABUS  
(For Students admitted from the academic year 2015 - 2016)**

**UNDER CHOICE BASED CREDIT SYSTEM**

**DEPARTMENT OF VISUAL COMMUNICATION  
FACULTY OF SCIENCE AND HUMANITIES  
SRM UNIVERSITY  
SRM NAGAR, KATTANKULATHUR - 603203**

**SRM UNIVERSITY**  
**FACULTY OF SCIENCE AND HUMANITIES**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**M Sc Visual Communication**  
**CURRICULUM**

*(for students admitted from the academic year 2015-2016 onwards)*

**I SEMESTER**

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Major Core Theory	PVC15101	Dynamics of Communication	4	1	0	5	4
Major Core Theory	PVC15102	Culture & Entertainment Media	4	1	0	5	4
Major Core Practical	PVC15103	TV News Production	0	2	4	6	3
Major Core Practical	PVC15104	2D Animations	0	2	4	6	3
Major Core Practical	PVC15105	Sound Designing	0	2	4	6	3
Supportive Course	PVC15106	Basic Photography	0	0	2	2	1
<b>Total</b>			<b>8</b>	<b>8</b>	<b>14</b>	<b>30</b>	<b>18</b>

**II SEMESTER**

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Major Core Theory	PVC15201	Theories of Visual Analysis	4	1	0	5	4
Major Core Theory	PVC15202	Media Aesthetics	4	1	0	5	4
Major Core Practical	PVC15203	Reality Show	0	2	4	6	3
Major Mini Project	PVC15204	3D Animations	0	2	4	6	4
Skilled Based Elective- I	PVC15E51	Advanced Photography	0	2	4	6	3
	PVC15E52	Radio Jockey & Video Jockey					
Non Major Elective- I		Open Elective- I	0	0	2	2	2
<b>Total</b>			<b>8</b>	<b>8</b>	<b>14</b>	<b>30</b>	<b>20</b>

### III SEMESTER

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Major Core Theory	PVC15301	Media Research Methodology	4	1	0	5	4
Major Core Theory	PVC15302	Digital Film Production	4	1	0	5	4
Major Mini Project	PVC15303	Short Film Making	0	2	4	6	4
Major Core Practical	PVC15304	Game Designing Basics	0	2	4	6	3
Skilled Based Elective- II	PVC15E53	Video Editing- AVID	0	2	4	6	3
	PVC15E54	Video Editing - FCP					
Non Major Elective- II		Open Elective- II	0	0	2	2	2
<b>Total</b>			<b>8</b>	<b>8</b>	<b>14</b>	<b>30</b>	<b>20</b>

### IV SEMESTER

Course	Subject Code	Course Title	L	T	P	L+T+P	C
Major Mini Project	PVC15401	VFX Basics	0	2	4	6	4
Career Comprehensive Course	PVC15402	Career Comprehensive courses	0	0	0	0	2
Major Core Project	PVC15403	Industrial Project	0	0	0	0	16
<b>Total</b>			<b>0</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>22</b>

**Total Credits: 80**

## SEMESTER I

Subject Code	Course Title	L	T	P	L+T+P	C
PVC15101	DYNAMICS OF COMMUNICATION	4	1	0	5	4

### OBJECTIVES

1. To understand the basics of Communication
2. To apply the techniques in Communication
3. To solve practical problems in the real life situations.

### UNIT I

Communication- Definition; History of Communication- earlier communication, First wave, Second wave, third wave & fourth wave; Communication- need, nature & characteristics; Functions of communication; Elements of Communication; Process of Communication; Models of Communication; Types of Communication.

### UNIT II

Human Communication; Understanding Human communication: History of Human Communication; Human Communication- content & form; Classification & process of Human Communication; Elements & process of Human Communication; Types of Human Communication- verbal, non verbal & visual communication; Barriers of Human Communication- physical, psychological, Linguistic, Cultural & Mechanical Barriers.

### UNIT III

Non verbal communication; Importance of Non- Verbal Communication; Significance & aspects of Non- Verbal Communication; Functions of Non- Verbal Communication; Channels of Non- Verbal Communication- body movement, body appearance, facial, eye, space, colour, touch, silence, smell & time; Types of Nonverbal Communications; Difference between Non-Verbal & Verbal Communication; Culture and Non Verbal Communication.

### UNIT IV

Mass communication; Characteristics of Mass Communication; Functions of Mass Communication; Forms of Mass Communication; Elements of Mass Communication; Types of Mass Communication; Communication Theory- classical theories, Magic bullet theory, Uses and Gratification Theory, Spiral of Silence Theory, Consistency Theories, Two-Step Flow Theory, Gatekeeper Theory, Agenda-Setting Theory, Media Dependency Theory & Cultivation Theory.

## UNIT V

Information Technology; growth of information technology- first wave, second wave, third wave & fourth wave; information technology and Society- in India; scope, features, characteristics & development of ICT; Types of ICT- Computer Network, voice communication, tele-text, radio text, video text, cable distribution system; Assessment of ICT; Social and Culture Implications of ICT, Impact & future trends of ICT.

## BOOKS FOR TEXT AND REFERENCE

1. Julia T. Wood (2011). Communication Mosaics, First Edition, Wadsworth Learning, UK
2. Denis McQuail (2010). McQuail's Mass Communication Theory, Seventh Edition, Sage Publications, New Delhi
3. Keval J. Kumar (2009). Mass communication in India, Fifth Edition, Jaico Publications, New Delhi

Subject Code	Course Title	L	T	P	L+T+P	C
PVC15102	CULTURE AND ENTERTAINMENT MEDIA	4	1	0	5	4

## OBJECTIVES

1. To understand the basics of Culture
2. To apply the techniques in Entertainment Media
3. To solve practical problems in the real life situations.

## UNIT I

Culture- Definition & Concept; Characteristics of Culture; Types of Culture; Inter Culture & Popular Culture; Culture & Communication; Religion- Major & Minorities; Castes- Dalit & Tribal Culture in India; Challenges of Indian Culture; Statues of Women in India.

## UNIT II

Music- Definition & Concept; History of Indian Music; Types of Indian Music- Classic, Devotional, Folk, Pop Music & Film Music; Music Industry in India; Leading Music Companies in India- T-series, Polygram, HMV, Tips, Sony Music & Universal; Recent development in Indian Music Industry.

## UNIT III

Theatre- Definition & Concept; History of Indian Theatre; Characteristics of Theatre; Elements of Theatre; Types of Theatres in India; Drama- Definition & Concept; Different forms of Drama; Difference between Theatre & Drama; Introduction to English & Persian Theatres; Traditional & Modern Theatres.

#### **UNIT- IV**

Newspaper Industry- Definition & Concept; Growth of Newspaper Industry in India- Freedom movement, Post Independence, Emergency & Post Emergency; Growth of Regional Newspapers; Recent Development in Newspaper Industry & e-newspapers; Growth of Magazines India English & Regional; Publication Industry- Novel & Education.

#### **UNIT V:**

Radio Industry- Definition & Concept; Growth of Radio Industry in India- All India Radio- National & Regional; Arrival of FM & its impact; Community Radio & Society Development; Television Industry- Definition & Concept; Growth of Television in India- Doordarshan- National & Regional; Emergence of Cable Television & Satellite Television- Private & Pay Channel; Recent Growth- DTH & CAS System; Television & Cinema.

#### **BOOKS FOR TEXT AND REFERENCE**

1. Michael J. Hauptert (2012). Entertainment Industry: A Reference Handbook, First Edition, ABC- CLIO, USA
2. Marcel Danesi (2012). Popular Culture: Introductory Perspectives, First Edition, Rowman & Littlefield Publishers, UK
3. John Storey (2009). Cultural Theory and Popular Culture: An Introduction, First Edition, Pearson Education, UK

<b>Subject Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>PVC15103</b>	<b>TV NEWS PRODUCTION</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>3</b>

#### **OBJECTIVES**

1. To understand the basics of TV News
2. To apply the techniques in Television industry
3. To solve practical problems in the real life situations.

#### **CLASS EXERCISE**

(Students has to practices all ten exercises)

(Each exercise carries 4 marks) (10 exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Standard Shot & Camera Angle
2. Camera Movements
3. Multi Camera Setup
4. Understanding Lighting Equipments
5. Practicing Lighting Techniques
6. Shooting in the Outdoor

7. Understanding White Balance
8. Controlling the Natural Lights
9. Practicing with Light Meter
10. Practicing with Character Movements

### **RECORD WORK**

1. News Bulletin (3 mins)
2. News Bytes from an Event (2 mins)

**(The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Emma Hemmingway (2008). Into the Newsroom, First Edition, Routledge, USA
2. Bradley Schultz (2005). Broadcast News Producing, First Edition, Sage Publications, New Delhi
3. Eric K. Gormly (2004). Writing and Producing Television News, First Edition, Blackwell Publishing, USA

<b>Subject Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>PVC15104</b>	<b>2D ANIMATIONS</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>3</b>

### **OBJECTIVES**

1. To understand the basics of 2D Animations
2. To apply the techniques in Animation industry
3. To solve practical problems in the real life situations.

### **SOFTWARE**

**Adobe Flash**

### **CLASS EXERCISE**

(Students has to practices all Ten exercises with recommended Software)  
 (Each exercise carries 4 marks) (Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline; Total- 50 Marks)

1. Exploring the Flash
2. Exploring the Drawing and Painting Tools
3. Manipulating Objects
4. Creating an Animation
5. Basics of Action Script
6. Creating a New Document in Dreamweaver
7. Understanding Objects

8. Creating a Table
9. Understanding Links
10. Understanding Text Formatting Options

### **RECORD WORK**

1. Create 'Logo Design' for 10 seconds (minimum 2 exercises)
2. Create Web Pages (Home page) with link buttons for a commercial Product and Organization (minimum 2 exercises).
3. Create Web Site for your own portfolio / commercial product with 5 links (minimum 2 exercises)

**(The Students have to submit all exercises as Record Work in Digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Adobe Creative Team (2012). Adobe Flash Professional CS6 Classroom in a Book, First Edition, Adobe Systems Incorporation, USA
2. Paul Wells (2009). Basics Animation 03: Drawing for Animation, Second Edition, AVA Publishing, Switzerland
3. Tony White (2009). How to Make Animated Films, Second Edition, Focal Press, USA

<b>Subject Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>PVC15105</b>	<b>SOUND DESIGNING</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>3</b>

### **OBJECTIVES**

1. To understand the basics of design principles
2. To apply the techniques in Graphic Design
3. To solve practical problems in the real life situations.

### **CLASS EXERCISE**

(Students has to practices all ten exercises)

(Each exercise carries 4 marks) (10 exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline; Total- 50 Marks)

1. Introduction to Dubbing Theatre- Studio Set up & Equipments Back Panel
2. Audio Recording Theory- Nature of sound, Frequency, Wavelength & Amplitude
3. Acoustics- Acoustics Materials, Echo, Reverberation & Controlling the noise
4. Audio Equipment used in Dubbing- Cables and connections & Mixing console
5. Microphones- types of MIC's, Polar Pattern, Frequency Response & Dynamic Range
6. Dubbing- Lip Sync, Sibilance, Over Dub, Blow, Clipping, Pilot Track, Proximity effect, Peak, White noise, Pink Noise, I K Tone



7. Live Recording- Live Recorders, Mic needed in live recording & Controlling noise while recording
8. Equalizer, Audio Effects & Basic EQ
9. Protocols Software- Handling Software's, Shortcut Keys & Practicing with Software
10. Audio Equipments & Formats- Photography Disc, Magnetic Tape, Reel to Reel Tape, Beta Hi Band Tapes, DAF, Software Recording (Multi Tracks)

### **RECORD WORK:**

1. Dubbing Practice- Voice Modulation Sync, Lip Sync & Voice over
2. Song Practice- Vocal Practice & Karaoke with Voice Sync

**(The Students have to submit any ONE exercise as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Robert Campbell (2013). Pro Tools 10 Advanced Music Production Techniques, First Edition, Cengage Learning, USA
2. Frank D. Cook (2012). Pro Tools 101- An Introduction to Pro Tools 10, First Edition, Cengage Learning, USA
3. Tomlinson Holman (2010). Sound for Film and Television, First Edition, Focal Press, UK

Subject Code	Course Title	L	T	P	L+T+P	C
PVC15106	BASIC PHOTOGRAPHY	0	0	2	2	1

### **OBJECTIVES**

1. To understand the basics of Photography
2. To apply the techniques in Photography industry
3. To solve practical problems in the real life situations.

### **CLASS EXERCISE**

(Students has to practices all ten exercises)

(Each exercise carries 4 marks) (10 exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline; Total- 50 Marks)

1. Still Life
2. Portrait
3. Tradition/ Cultural
4. Silhouette
5. Product- Indoor and Outdoor
6. Architecture- Interior and Exterior

7. Photographs on Foods and Beverage
8. Wild Life Photography
9. Multiple Exposures
10. Photo Essay on Developmental activities

**(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Michael Langford (2012). Advanced Photography, First Edition, Focal Press, UK
2. Tony Northrup (2012). How to Create Stunning Digital Photography, First Edition, Mason Press, USA
3. Boyd Norton (2001). The Art of Outdoor Photography, Third Edition, Voyageur Press, USA

### **SEMESTER II**

<b>Subject Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>PVC15201</b>	<b>THEORIES OF VISUAL ANALYSIS</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>4</b>

### **OBJECTIVES**

1. To understand the basics of design principles
2. To apply the techniques in Graphic Design
3. To solve practical problems in the real life situations.

### **UNIT I**

Semiotics- definition & concept; History & development of Semiotics; Pioneers of Semiotics; The Sign- Saussure's Model & Peirce's Model; Semantics and its types; Syntactic Analysis- Text & Audio-visual; Codes- Typologies of codes & Visual Codes; Subfields in Semiotics.

### **UNIT II**

Psychoanalysis- definition & concept; historical development of psychoanalysis; Techniques & process of psychoanalytic; Psychoanalysis as a Cultural Theory- Freud theory, Lacan theory & Mulvey's film theory; The Gaze- definition & forms of gaze; Psychoanalysis- Television & Film Studies; Psychoanalytic film theorist.

### **UNIT III**

Feminism- definition & concept; historical context of feminism; Characteristics of Feminism; Feminism & Diversity of Women; Feminism as Anti-Sexism; Feminist Film Theory; Different approach to Feminist film theory; Scopophilia; Postmodern, Postcolonial & Third-World Feminism.

#### **UNIT IV**

Modernism- definition & concept; Modern & Modernity; History & facts of Modernism; Characteristics of Modernism; Postmodernism- History & rise of postmodernism; types of postmodernism; Impact of Postmodernism; Postmodernism- Art & Film; Modernism Vs Postmodernism; Colonialism Vs Post colonial.

#### **UNIT V**

Marxism- definition & concept; History & Criticisms of Marx's Theory; Marx's Understanding of Globalization; Marxist Media Theory- Liberal Pluralism, Capitalist Society & Ideology; Differences within Marxism; Limitations & Strengths of Marxist analysis; Apparatus theory & Screen theory.

#### **BOOKS FOR TEXT AND REFERENCE**

1. Thomas B. Moeslund (2011). Visual Analysis of Humans: Looking at People, First Edition, Springer, UK
2. Theo Van Leeuwen (2001). Handbook of Visual Analysis, Third Edition, Sage Publications, New Delhi
3. Roland Barthes (1999). Elements of Semiology, Hill and Wang, Fifth Edition, New York

<b>Subject Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>PVC15202</b>	<b>MEDIA AESTHETICS</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>4</b>

#### **OBJECTIVES**

1. To understand the basics of Media Aesthetics
2. To apply the techniques in Media industry
3. To solve practical problems in the real life situations.

#### **UNIT I**

Aesthetics- Definition & Concept- Aesthetic Objects, Aesthetics Judgment, Aesthetics Attitude & Aesthetic Experience; Elements of Aesthetics- Vision, Hearing, Touch, Taste & Smell; Fundamental Media Elements- Light & Colour, Two Dimensional Space, Three Dimensional Space, Time & Space, & Sound; Aesthetics & Design; Basics of Visual Design; Elements of Design & Principles of Design.

#### **UNIT II**

Light - Definition & Concept; Characteristics of Light; Shadow- Definition & Concept, Types of Shadow; Basics of Lighting; Functions of Lighting; The Light Source- Hard & Soft Light; Lighting Technique- Lighting Flat Surface, Lighting on Object- Key, Fill & Back light; Lighting people; Light Equipments- Tungsten Lights, Quartz Light, Gas Discharge Lights & Fluorescent Tubes; Lighting Accessories- Barn Door, Gel Paper,

Diffuser, Cutter, Net & Reflector; Basic Lighting Approaches- Subject, Camera, Surrounding, Atmosphere; Lighting Safety Measures; Basic facility checks.

### UNIT III

Colour- Definition & Concept; Nature of Colour; Characteristics of Colour; Functions of colours; Colour Descriptions; Colour Wheels- Primary Colours, Secondary colours & Tertiary colours; Colour Combination- Analogous, Complementary & Split-Complementary Colours; Colour Theory- Additive theory & Subtractive theory; Colour Meaning; Colour Temperature.

### UNIT IV

Two Dimension Space- Aspect Ratio- Definition & Concept; Types of Aspect Ratio- Native Aspect Ratio & Anamorphic aspect ratios; Framing- Definition & Concept; Characteristics of Framing; Types of Framing- Rule of Third, Lines, View Point, Frame within Frame & Depth; Process of Framing; Composition- Definition & Concept; Types of Composition; Three Dimension Space- Depth- Definition & Concept; Lens- Focus & Focal Length; Types of Lens- Wide Angle, Normal & Tele; Special Lens- Zoom, Fish eye & Macro Lens; Depth of Field.

### UNIT V

Fourth Dimension Space- Staging- Definition & Concept; Mise-en-scene- Concept & Characteristics; Elements of Mise-en-scene; Direction Style- Narrative Style, Dramatic Style & Pictorial Style; Continuity Editing- Cut In, Cut Away & Match Cut; Movement & Space- Character Movement- Directing Two & Three Characters; Camera Movement- Shot Size, Angle & Camera Movement; Slow Motion & Fast Motion.

### BOOKS FOR TEXT AND REFERENCE

1. Jill Bennett (2012). Practical Aesthetics, First Edition, I B Tauris & Co Ltd, USA
2. Jean Mitry (2011). The Aesthetics and Psychology of the Cinema, Third Edition, Indiana University Press, USA
3. Herbert Zettl (2009). Sight, Sound, Motion: Applied Media Aesthetics, Fifth Edition, Wadsworth, USA

Subject Code	Course Title	L	T	P	L+T+P	C
PVC15203	REALITY SHOW	0	2	4	6	3

### OBJECTIVES

1. To understand the basics of Reality show
2. To apply the techniques in Electronic media
3. To solve practical problems in the real life situations.

### **CLASS EXERCISE**

(Students has to practices all five exercises)

(Each exercise carries 8 marks) (Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline; Total- 50 Marks)

1. Identifying Concept, Target audience & Sponsorship
2. Deciding the Duration of the Show with sponsor
3. Developing the Treatment
4. Preparing the Running Order
5. Finalizing the Production Team, Anchor & Budget

### **RECORD WORK**

1. Super Singer (30 mins with break)
2. Super Dancer (30 mins with break)
3. Super Comedy (30 mins with break)

**(The Students have to submit any ONE exercises as Group Work (minimum 5 in a group) in the digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Tim Tialdo (2012). Host Your Own TV Show, First Edition, WestBow Press, USA
2. Dr. Melissa Caudle (2011). The Reality of Reality TV: Reality Show Business Plans, First Edition, The Lot Productions, USA
3. Howard Kurtz (2007). Reality Show, Third Edition, Free Press, New York

Subject Code	Course Title	L	T	P	L+T+P	C
PVC15204	3D ANIMATIONS	0	2	4	6	4

### **OBJECTIVES**

1. To understand the basics of 3D Animations
2. To apply the techniques in Animation industry
3. To solve practical problems in the real life situations.

### **SOFTWARE**

**3D Studio Max : Maya**

### **CLASS EXERCISE:**

(Students has to practices all ten exercises with recommended Software)

(Each exercise carries 4 marks) (10 exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline; Total- 50 Marks)

1. Standard & Extended Primitives- Household Objects- Sofa, Clock & Dining Table
2. Editable Poly- Creating an Object & Adjusting the Segment, Logo, Architecture & Titling
3. Material Editor- Applying on Objects & Giving Effects
4. Modifier- Bend, Smooth, Special Feature; UV Map & Effects
5. Modeling- Logo, Architecture & Titling
6. Special Effect- Bomb & Particles
7. Video Posting- Special Effects in Video, Photo, Object; Comparing Video & Particles
8. Lighting- Photometric & Standard Lighting
9. Camera- Target & Free
10. Animation- Rendering in Photocopy & Rendering Setup

### **RECORD WORK**

1. Title Animation (one exercise)
2. Architecture (Walk through) (one exercise)
3. Consumer Product Animation (two exercises)
4. Toy Animation (two exercises)
5. House Exterior (Snap shots from different angles) (one exercise)
6. Jewellery Design (two exercises)

**(The Students have to submit any TWO exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Dariush Derakhshani (2013). Autodesk 3ds Max 2013 Essentials, First Edition, John Wiley & Sons, USA
2. Jeffrey Harper (2013). Mastering Autodesk 3ds Max 2013, First Edition, John Wiley & Sons, USA
3. Kelly L. Murdock (2000). 3D Studio MAX R3 Bible, First Edition, IDG Books, USA

<b>Subject Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>PVC15E51</b>	<b>ADVANCED PHOTOGRAPHY</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>3</b>

### **OBJECTIVES**

1. To understand the basics of Photography
2. To apply the techniques in Professional industry
3. To solve practical problems in the real life situations.

### **CLASS EXERCISE**

(Students has to practices all five exercises)

(Each exercise carries 8 marks) (Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline; Total- 50 Marks)

1. Portrait Photography (minimum 3 excises)
2. Photo-Journalism (minimum 3 excises)
3. Wild Life Photography (minimum 3 excises)
4. Fashion Photography (minimum 3 excises)
5. Advertising Photography (minimum 3 excises)

**(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Roger Watson (2013). Capturing the Light, First Edition, Macmillan Publishers, UK
2. Don Giannatti (2013). Professional Photography, First Edition, Amherst Media, USA
3. Martin Evening (2012). Adobe Photoshop CS6 for Photographers, First Edition, Focal Press, UK

<b>Subject Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>PVC15E52</b>	<b>RADIO JOCKEY AND VIDEO JOCKEY</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>3</b>

### **OBJECTIVES**

1. To understand the basics of RJ and VJ
2. To apply the techniques in Media industry
3. To solve practical problems in the real life situations.

### **CLASS EXERCISES**

(Students has to practices all FIVE exercises)

(Each exercise carries 8 marks) (FIVE exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. On Screen Qualities
2. Communication Skills
3. Body Language
4. Presentation
5. Spontaneity

### **RECORD WORK:**

1. RJ or VJ Indoor (Green Matte/ Set) (minimum 10 mins)

2. Interview (Celebrity) (minimum 10 mins)
3. Movie Review (Movie countdown) (minimum 10 mins)
4. Event RJ-ing or VJ-ing (Awards & Music launch) (minimum 10 mins)
5. RJ-ing or VJ-ing with Kids (minimum 10 mins)

**(The Students have to submit any TWO exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Alan R. Stephenson (2011). Broadcast Announcing Worktext: A Media Performance Guide, First Edition, Focal Press, UK
2. Kennedy and Dennis (2011). The Oxford Companion to Theatre and Performance, First Edition, Oxford University Press, UK
3. Michael Faulkner (2006). VJ: Audio-Visual Art and VJ Culture, First Edition, Laurence King Publishing Ltd, UK

### **SEMESTER III**

<b>Subject Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>PVC15301</b>	<b>MEDIA RESEARCH METHODOLOGY</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>4</b>

### **OBJECTIVES**

1. To understand the basics of Media research
2. To apply the techniques in Research methodology
3. To solve practical problems in the real life situations.

### **UNIT I**

Research- Definition & Concept; Development of Media Research around the World; Phases of Media Research; Mass Communication research in India; Thrust areas in Media Research; Present Media Context; Evolution of New Media and the audiences; Need for Media Analysis; Concepts and Theories in Media studies.

### **UNIT II**

Research Procedure; Steps in doing Research; Media Research Problems; Review of Media Studies; Sources of Secondary Data; Research Questions & Hypothesis; Types of Hypothesis; Sampling Procedure- Probability & Non-Probability Sampling Techniques; Merits & Demerits of Sampling Techniques; Determinants of Sample Size & Sampling Error.



### UNIT III

Primary Data; Types of Data- Nominal, Ordinal, Interval & Ratio; Data Collection Methods & Tools; Questionnaire- Types of Questions & Construction of Questionnaire; Interview Schedule & Techniques; Focus Group & Observation Techniques; Measurement of variables; Scales- Attitude Scales- Procedure & Application; Semantic Differential scales- Methods of testing, Validity & Reliability of Measurements.

### UNIT IV

Research Design- Experimental & Non- Experimental Research Methods & Procedures; Qualitative & Quantitative Studies; Descriptive & Analytical Research; Cross Sectional & Longitudinal Research Designs; Factorial design- Content Analysis- Procedure & Methods; Case Study Approach.

### UNIT V

Data Analysis- Data Classification, Coding & Tabulation; Graphic Representation of Data; Basic Elements of Statistics; Application of Parametric & Non Parametric Statistics in Hypothesis Testing; Thesis Writing Method; Thesis Writing Format & Style; Ethics in Conducting Research.

### BOOKS FOR TEXT AND REFERENCE

1. Arthur Asa Berger (2011). Media and Communication Research Methods, First Edition, Sage Publications, New Delhi
2. Roger D. Wimmer (2010). Mass Media Research: An Introduction, First Edition, Wadsworth Learning, UK
3. Glenn G. Sparks (2010). Media Effects Research: A Basic Overview, First Edition, Wadsworth Learning, UK

Subject Code	Course Title	L	T	P	L+T+P	C
PVC15302	DIGITAL FILM PRODUCTION	4	1	0	5	4

### OBJECTIVES

1. To understand the basics of Digital film
2. To apply the techniques in film industry
3. To solve practical problems in the real life situations.

### UNIT I

Writing for Feature Film- Generating Idea; Themes- Concept- Slug line; Planning of Story, Three Act Structure- Act-I- Introduction- Characters, Situation, Needs/goals, Problems, Questions- dramatic premise established; Act- II- Development, Complications & Conflict; Act- III- Resolution, problems solved, goals reached, questions answered, mysteries revealed; Plot Development- Main Plot & Sub Plot;

Characters- Main, Supportive & Atmosphere Characters; First Draft, Screenplay, Dialogue, Script Breakdown, Final Draft, Shooting Script.

### **UNIT II**

Film Director- Functions of Film Director- Scripting, Visualization; Direction & Final Output; Responsibilities of Film Director- Social, Cultural, Technical & Financial; Director's relation with Producer, Cinematographer, Editor, Actor, Music Director, Art Director, Production Manager & Other Technicians; Director & Assistances.

### **UNIT III**

Cinematographer- Functions of Cinematographer- Framing, Lighting & Visualization; Responsibilities of Cinematographer; Cameraman's relation with Director, Art Director, Costume Designer & Light man; Cinematographer's knowledge in Camera, Concept of Lighting, Colour, Lens & Filters, Framing & Composition.

### **UNIT IV**

Editor- Functions of Film Editor- Film Order, Negative Cutting, Final Cutting, Optical Effects, Positive Print & Digitization; Responsibilities of Film Editor; Editor's relation with Director, Cameraman & Sound Engineer; Editor's knowledge in Editing concept, Computer & Software, Graphics & Animation, Time & Space, & Rhythm.

### **UNIT V**

Sound Engineer- Functions of Sound Engineer- Dubbing, Sound Effects, Music & Mixing; Responsibilities of Sound Engineer; Sound Engineer's relation with- Editor, Music Director, Sound Effects Team, Dubbing Artists & Final Mixing Team; Sound Engineer's knowledge in Sound, Computer & Software, Music, Sound Effects, Sync & Non Sync.

### **BOOKS FOR TEXT AND REFERENCE**

1. Sonja Schenk (2012). The Digital Filmmaking Handbook, First Edition, Cengage Learning, USA
2. Michael Hughes (2012). Digital Filmmaking for Beginners, First Edition, McGraw Hill, USA
3. Pete Shaner (2011). Digital Filmmaking: An Introduction, First Edition, Mercury Learning, UK

<b>Subject Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>PVC15303</b>	<b>SHORT FILM MAKING</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>4</b>

### **OBJECTIVES**

1. To understand the basics of Documentary and short film
2. To apply the techniques in film industry

- To solve practical problems in the real life situations.

### **CLASS EXERCISE**

(Students has to practices all five exercises)

(Each exercise carries 8 marks) (Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

- Students should write original script for Short film (Five excises)
- Students should prepare Production Team & Budget
- Student should get trained in handling camera and shoot scene and shot.
- Students should handle non-linear editing with AVID/ FCP Software
- Students should handle dubbing, Sound Effects & Mixing using the Audio Software

### **RECORD WORK**

- Short Film on any concept (maximum 10 mins)

**(The Students have to submit the exercise in the digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

- Nicholas George (2010). Film Crew: Fundamentals of Professional Film and Video Production, First Edition, Platinum Eagle Publishing, USA
- Clifford Thurlow (2008). Making Short Films: The Complete Guide from Script to Screen, First Edition, Berg, USA
- Patricia Aufderheide (2007). Documentary Film: A Very Short Introduction, First Edition, Oxford University Press, UK

<b>Subject Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>PVC15304</b>	<b>GAME DESIGNING BASICS</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>3</b>

### **OBJECTIVES**

- To understand the basics of Game designing
- To apply the techniques in designing game
- To solve practical problems in the real life situations.

### **CLASS EXERCISE**

(Students has to practices all five exercises)

(Each exercise carries 8 marks) (Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

- Basic game framework- State Loop, Game timer & Event model
- Interface- Graphics, Sound & Settings
- Collision- Initializing the game loop, Movement of the Object & Testing Collision

- Balloon saw game- Balloon game play, breaking down the code, Balloon animation & Game constructor
- Frame work- Basic screen class & simple blit button, Scoreboard script & ending the game

### **RECORD WORK**

- Car Race Game
- Balloon Saw
- Shooting game

**(The Students have to submit any ONE exercise in Digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

- Glen Rhodes (2013). Flash CS5 Game Development, First Edition, Cengage Learning, USA
- Andy Harris (2006). Beginning Flash Game Programming For Dummies, First Edition, Wiley Publishing, USA
- Lewis Moronta (2004). Game Development with ActionScript, Second Edition, Premier Press, USA

<b>Subject Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>PVC15E53</b>	<b>VIDEO EDITING- AVID</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>3</b>

### **OBJECTIVES**

- To understand the basics of Video Editing
- To apply the techniques in AVID Editing
- To solve practical problems in the real life situations.

### **CLASS EXERCISE**

(Students has to practices all five exercises)

(Each exercise carries 8 marks) (5 exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline; Total- 50 Marks)

- Batch Capturing Video in Avid
- Logging videos in Avid
- Creation of bin and working in a bin
- Transitions and effects in Avid
- Audio recording & syncing in AVID

### **RECORD WORK**

- News Bytes on Current Issues (2 mins) (1 exercises)
- Human Interest Stories (2 mins) (1 exercises)

**(The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Gael Chandler (2012). Cut by Cut: Editing Your Film or Video, Second Edition, Michael Wiese, USA
2. Diana Weynand (2010). Apple Pro Training Series: Final Cut Pro 7, First Edition, Peachpit Press, USA
3. Jaime Fowler (2005). Avid Made Easy, Second Edition, Wiley Publishing, USA

<b>Subject Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>PVC15E54</b>	<b>VIDEO EDITING- FCP</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>3</b>

### **OBJECTIVES**

1. To understand the basics of Video Editing
2. To apply the techniques in FCP Editing
3. To solve practical problems in the real life situations.

### **CLASS EXERCISE**

(Students has to practices all five exercises)

(Each exercise carries 8 marks) (5 exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline; Total- 50 Marks)

1. Capturing video in FCP
2. Logging of video in FCP
3. Insert & Replace editing FCP
4. Transitions and effects FCP
5. Multi camera Editing with FCP

### **RECORD WORK**

1. News Bytes on Current Issues (2 mins) (1 exercises)
2. Human Interest Stories (2 mins) (1 exercises)

**(The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)**

### **MANUALS FOR PRACTICALS**

1. Gael Chandler (2012). Cut by Cut: Editing Your Film or Video, Second Edition, Michael Wiese, USA
2. Diana Weynand (2010). Apple Pro Training Series: Final Cut Pro 7, First Edition, Peachpit Press, USA
3. Jaime Fowler (2005). Avid Made Easy, Second Edition, Wiley Publishing, USA

## SEMESTER IV

Subject Code	Course Title	L	T	P	L+T+P	C
PVC15401	VFX BASICS	0	2	4	6	4

### OBJECTIVES

1. To understand the basics of Visual Effects
2. To apply the techniques in Special Effects industry
3. To solve practical problems in the real life situations.

### SOFTWARE

#### Adobe- AfterEffects

### CLASS EXERCISE

(Students has to practices all eight exercises with recommended Software)

(Each exercise carries 5 marks) (8 exercises x 5 marks = 40 marks & 10 marks for Regularity & Discipline- Total- 50 Marks)

1. Introduction to Tools and interface
2. How to input different types of files into the file and sequence
3. How to Edit and mix 2D and 3D image with the background
4. How to add text and titling
5. Using of camera and lighting in the view and Editing it
6. Exporting file formats
7. Mixing of 2D Image & 3D work with movie
8. Roto and color correction

### RECORD WORK

1. Student's Personal Portfolio compiling all his record work from First Semester (one exercise)

**(The Students have to submit the exercise as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)**

### MANUALS FOR PRACTICALS

1. Chris Meyer (2013). After Effects Apprentice: Real World Skills for the Aspiring Motion Graphics Artist, Third Edition, Focal Press, UK
2. Adobe Creative Team (2012). Adobe After Effects CS6 Classroom in a Book, First Edition, Peachpit, USA
3. Chris Meyer (2010). Creating Motion Graphics for After Effects, Fifth Edition, Focal Press, UK

<b>Subject Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>PVC15402</b>	<b>CAREER COMPREHENSIVE COURSES</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>

Courses covered under the syllabus from First Semester to Fourth Semester (including electives) will form the basis for Career Comprehensive Course.

<b>Subject Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
<b>PVC15403</b>	<b>INDUSTRIAL PROJECT</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>16</b>

### **OBJECTIVES**

1. To understand the basics of Industrial project
2. To apply the techniques in Media industry
3. To solve practical problems in the real life situations.

The student will undergo three month training in any media organization and has to submit project report. The student will be monitored by the Faculty and will be guided by the media organization in completing project.

### **METHODOLOGY**

Students are expected to do a project of professional nature within the stipulated time. Criteria for selecting the project will be based on the area of specialization by the student. Emphasis will be given to producing works that are of professional and broadcasting quality that will help students enter the media industry with an evaluated portfolio. The project presentation and viva voce will complete the process of evaluation.

The Project work can be either carried out in any Media House/Print Media/Advertising Agency/Media Professional/Film Industry for a period of three months.